



2010 Indiana ProStart/FCCLA Invitational™

Culinary and Management Competitions Procedures and Rules

Indiana Rules, Revised December 1, 2009

Participating teams, educators and mentors are responsible for understanding and following all of the procedures and guidelines contained in this document. Please read through these rules carefully to avoid receiving any penalties during the competition.

Orientation at the event will be dedicated to the introduction of judges and review of the competition schedule. Competition rules will not be explained during the meeting. Questions regarding competition rules should be sent to your Indiana ProStart[®] Coordinator for transmittal to state competition officials prior to arrival in Indianapolis.

Indiana ProStart/FCCLA Invitational

Eligibility – All high schools currently using the ProStart curriculum are eligible to enter student ProStart teams in the Indiana ProStart/FCCLA Culinary and the ProStart Management competitions. Those culinary arts students who are current FCCLA members (occupational membership category) may compete as FCCLA teams in the ProStart/FCCLA Culinary competition. Every student on the team must be an occupational member of FCCLA by February 1, 2010 for the team to compete as an FCCLA team. (High school culinary programs that do not use the ProStart curriculum are still eligible to send students to compete in the ProStart/FCCLA Culinary competition.)

Each local program may send up to two teams to compete in the Indiana ProStart/FCCLA Culinary competition and up to two teams to compete in the ProStart Management competition. In the case of a team that meets both ProStart and FCCLA requirements, that team may compete simultaneously as a ProStart team and an FCCLA team in the ProStart/FCCLA Culinary competition. The top scoring ProStart team will represent Indiana at the National ProStart Invitational. The top scoring FCCLA team will represent Indiana at the National FCCLA Culinary Arts STAR Event competition.

Teams – Teams of up to 4 students are allowed in Indiana's state invitational, in both the ProStart and the FCCLA competitions. Composition of the teams that Indiana sends to the national competition is different for ProStart and FCCLA.

- 1. The teams representing Indiana in the National ProStart Culinary and Management Competitions can be comprised of 2, 3, or 4 students.
 - a. Participating teams will consist of two (2) to four (4) team members. One (1) alternate may attend. However, the alternate may only participate if an original team member is injured or unable to participate. In case of student injury, an alternate, with judge's approval, may replace the injured student. Alternates do not receive recognition unless they take the place of a team member and actually compete.
 - b. Students may only compete for two years (attend two National ProStart Invitationals as a competitor). During those two years, they may compete on the culinary and/or management teams.
- The team representing Indiana at the National FCCLA Culinary Arts STAR Event competition can have only up to 3 students, with an optional 4th student who may register and go as the alternate.

General Disqualifications:

- 1. Teams will attend required orientation meetings on Thursday, March 4 in the competition areas at the Wyndham Indianapolis West (formerly the Adam's Mark Indianapolis Airport). Teams must attend the orientation or they will be disqualified.
- 2. Teams must arrive at the appointed time to compete or they will be disqualified.
- Teams must not receive coaching or any form of communication from anyone during the competition time or they will be disqualified. There will be no verbal or non-verbal communication allowed between any spectators, educators, mentors or coaches and competing teams. NO EXCEPTIONS.
- 4. Misconduct, which includes any nonprescription drug use, alcohol use, or any activity that is illegal under federal, state or local laws, at the event, during competition or in activities or locations related to the event, may disqualify a participant or the participant's team from awards or further participation. Should any misconduct come to Indiana ProStart/FCCLA's attention, the matter will be investigated as the event personnel deems appropriate. Any

- decision and sanction as to appropriate action due to misconduct is at the sole discretion of Indiana ProStart/FCCLA, and is final. By entering into the contest, the student and the team he/she represents accept this requirement as well as all other conditions of the program.
- 5. Teams must compete in each event in the competition or they will be disqualified. Culinary teams must compete in Product Check-in, Knife Skills (including Poultry Fabrication), Mise En Place, and Meal Preparation. Management teams must compete in the Written Proposal, Verbal Presentation, and Critical Thinking. Failure of any team member to compete in any events will disqualify the team.

Schedules – Competition schedules will be distributed prior to arrival in Indianapolis, once all teams have been identified. The culinary schedule will include assigned Knife Skills, **Poultry Fabrication**, Mise En Place, Meal Preparation and Clean-up times. The management schedule will include assigned Verbal Presentation, Visual Display and Critical Thinking times. All schedules are subject to change.

Finances – A portion of competition fees for the Indiana ProStart/FCCLA Culinary and ProStart Management Competitions are covered by the generous donations of industry and professional association sponsors. The **competition fee** <u>for each student</u> competing in the Indiana ProStart and FCCLA Culinary Arts events will be **\$15.00**. **Registration fee** for teachers, other adults, and students not competing will be **\$30.00**.

FCCLA Conference - Culinary students who compete in the Indiana ProStart/FCCLA Culinary competition may participate in another STAR Event (for example, Hospitality or Job Interview). Those students will have to register for the FCCLA conference and stay in the conference hotel, just like any other FCCLA member, to participate in any part of the conference other than the ProStart/FCCLA Culinary competitions.

Recognition – ProStart Recognition and Awards Session will be on Thursday, March 4, after the competition. ProStart teams will be recognized and the teams to represent Indiana at the national ProStart Invitational will be announced. ProStart & FCCLA Scholarship recipients will be announced. FCCLA students who compete in the Culinary Arts event will be recognized at both of the Recognition Sessions - the ProStart awards ceremonies on Thursday and the FCCLA awards session on Saturday afternoon. The team to represent Indiana at the national FCCLA STAR Events will be announced at both recognition sessions.

ProStart Management Competition

Purpose:

Participating teams will demonstrate their knowledge of the restaurant and foodservice industry by developing a business proposal for a new restaurant concept. The business proposal will consist of a defined restaurant concept, supporting menu, and supporting marketing plan. Teams will prepare a comprehensive written proposal, verbal presentation and visual display. Teams will also be tested on their critical thinking skills by reacting to potential management challenges related to their concept. Their performance during the event will be observed and rated by judges from the foodservice industry and colleges and universities. Participating teams will demonstrate their ability to work together while developing their business proposal.

Uniform:

Each team will be required to dress in uniform during Team Check-in, Verbal Presentation, and Critical Thinking. The uniform consists of: solid color, long sleeve, button down dress shirts; dress pants or skirts; and professional footwear. All team members should wear the same shirt, and pants should be worn appropriately and professionally (not sagging, etc.). No jeans, ties, jackets and/or and suits. Sponsor logos are allowed on the shirts. There will be a 5-point penalty if the team does not dress in uniform (see Penalties).

Scoring:

The total score possible in the management competition is 75 points. The Written Proposal will be worth 15 points, the Verbal Presentation will be worth 30 points, and Critical Thinking will be worth 30 points. If needed, the team with the highest verbal presentation points will determine the winner in a tie. An appropriate panel of judges will determine a second tie breaker. **Teams will only be evaluated on the information and materials requested in the following rules – please see Appendix A.**

Preparation for Competition:

- 1. Mentors and educators may assist teams in preparing for the competition; however, they may not prepare the written proposal, or verbal presentation. Their expertise is limited to acting as a sounding board and critiquing practice presentations.
- 2. Indiana ProStart/FCCLA will release a description of the fictitious location that the competition will be based on. The description will include median income, demographics and local points of interest (such as colleges, corporations, etc.). See Appendix B for the 2010 city description.
- 3. In response, teams will develop a proposal to launch a new restaurant concept in that city. In the proposal, teams will fully define the restaurant concept, and develop a menu that fits the restaurant concept.
- 4. To convey their proposal, teams will prepare a written proposal and a verbal presentation.
- 5. The team's work must be unique and not built off another team's previous work.

Written Proposal:

- 1. In the written proposal, teams must describe the new restaurant concept. The restaurant concept description must include at least the below information:
 - a. Type of establishment see Appendix C for descriptions
 - b. Meals served (breakfast, lunch, dinner, etc.)
 - c. Hours of operation
 - d. Type of cuisine served
 - e. Location of restaurant (standalone, strip mall, office high rise, etc.)

- f. Target market within the fictional city (defining characteristics, demographics, business/leisure/etc.)
- 2. Teams must include an organizational chart listing what positions will be necessary to staff the restaurant. It is not mandatory to include how many staff will fill each position.
- 3. Teams must develop a menu to support the restaurant concept that includes only 9 menu items, excluding beverages. If more or less than 9 menu items are submitted, there will be a 5-point penalty (see Penalties). The menu items must reflect appropriate menu content based on the restaurant concept. A sample that shows how menu items will be communicated to customers including pricing must be included (maximum 8 ½" x 11" paper). The sample should be reflective of the restaurant concept such as a drawing of a menu board for a quick service restaurant or sample hand out menu for a full service restaurant.
- 4. For 3 of the 9 menu items, teams will prepare and provide recipes. Typewritten recipes must be submitted on the official recipe template supplied by Event Organizers in the team registration packet (same template as culinary competition). Acknowledgements and sources must be listed on each recipe. Recipes must be written in a logical sequence. Refer to ProStart Year 1, page 180 for additional information.
- 5. For those same 3 menu items, teams must prepare food costs typed and submitted on the official costing template supplied by Event Organizers in the team registration packet (same template as culinary competition). Refer to ProStart Year 1, Chapter 12 for more information. See Appendix E of this rule booklet for food cost example.
- 6. Prices must also be developed for these 3 items calculated at a 33% food cost percentage. Menu price may be rounded up after applying the 33% food cost percentage for a more realistic menu price. For example, if the menu price is calculated to be \$7.67 it will be acceptable to have a price of \$7.95. However, the final calculation before rounding must be indicated on the costing template. On the sample of how the menu will be presented to customers (see rule 5 above), please base pricing for all 9 items off the prices calculated for these 3 items. Refer to ProStart Year 1, page 491 and the food-costing example in Appendix E of this booklet for details on menu pricing.
- 7. The management team is allowed to collaborate with the culinary team on the 3 items, including recipe development, costing, pricing and photography.
- 8. The written proposal must be typewritten (other than samples or exhibits). The proposal should follow the outline in *Appendix A*. Teams will prepare <u>7 bound (in a binder of their own choice 3-ring binder, spiral bound, etc.) copies of the proposal 1 for each Verbal Presentation Judge (6), and 1 for the team's reference during the verbal presentation. All 7copies must be identical, or there will be a 5-point penalty. There will also be a 5-point penalty if the proposal is not prepared properly (see Penalties). Teams must prepare an additional copy of just the menu, recipes and costing in a manila folder.</u>

Verbal Presentation:

- 1. Using the materials developed for the written proposal, teams will prepare a maximum 10-minute verbal presentation that will be presented on-site to judges.
- 2. Teams must develop a Microsoft PowerPoint® slideshow presentation to accompany the verbal presentation. The slideshow presentation may not include any embedded video or special effects (sound, flash, etc.). Use of enhanced technology will disqualify teams. Teams must use the "no transition" option in the slide transitions. Teams may use a custom slide design template.
- 3. The teams should approach the verbal presentation as though they are developers of the restaurant concept, and the judges are potential investors. Teams should assume the "investors" have not reviewed the written proposal and pull out the relevant information to be presented in person.

Team Check-in:

- 1. An open check-in period will take place beginning on Thursday, March 4 at a time and place to be announced. Team Check-in closing time will be announced. Teams should schedule their travel so they arrive in Indianapolis to allow sufficient time to check-in their materials at assigned times (to be announced) on Thursday, March 4^h.
- 2. At check-in, teams will submit 6 copies of their written proposal (for verbal presentation judges) and their menu/recipes/costing folder. Teams will also submit their final slideshow presentation on CD or a jump/thumb/flash drive. The slideshow presentation must be the only file on the CD or drive and should be named "IN ProStart management competition—School Name Team Letter" for example, "IN ProStart management competition-Central Career Center Team A." The Event Organizers will keep the CD or drive it will not be returned to teams at the end of the competition. Teams will review their presentation on the Event Organizer's computers to ensure the file displays correctly.

Schedule on Competition Day – March 4, 2010:

- 1. 10 minutes prior to their presentation start time, the team will report to the check-in table outside the verbal presentation room. At their designated presentation time, the team will deliver their verbal presentation before the judges. Their PowerPoint presentation will be run off the CD or jump drive provided at check-in, and will be projected on a large screen.
- 2. Each member of the team must have a substantial speaking role during the presentation. There will be a penalty of 5 points per student for each student on the team that does not have a substantial speaking role (see Penalties).
- 3. There will be 1-point-per-minute penalty if teams exceed the maximum 10-minute presentation length (see Penalties). If the presentation runs more than 4 minutes over the maximum time, teams will be disqualified (see Disqualifications).
- 4. After the presentation, judges will have an additional 5 minutes to ask the team questions about their presentation and overall restaurant concept. Teams will be evaluated on how well they answer the judges' questions.
- 5. A second set of judges (Critical Thinking Judges) will interview each team and evaluate their critical thinking skills and ability to react to management challenges. The judges will present each team a mini-scenario from 4 of the following categories: safety and sanitation, customer service, human resources and staffing, menu development and design, and concept knowledge. All teams will be evaluated on the same 4 categories the chosen categories will be announced at Orientation on Thursday, March 4. The team will then present how they would address that scenario from the context of their restaurant concept. A sample customer service scenario could be: we see that you accept reservations a reservation for a party of 4 is showing up in your system as cancelled, yet they have arrived and checked in what will you tell them?
- 6. The Critical Thinking Judges will also have the opportunity to ask teams in-depth questions on their proposal.
- 7. The written proposal must be picked up at the end of the competition, or it will be disposed of by Event Organizers.

Penalties:

- 1. The team is not dressed in uniform 5 points
- 2. Team submits more or less than 9 menu items 5 points
- 3. Team submits more or less than 2 marketing tactics 5 points
- 4. Written proposal does not meet specifications (typewritten, bound, no extra information included) 5 points

- 5. All 8 copies of the written proposal are not identical 5 points
- 6. Each member of the team does not substantially speak during verbal presentation 5 points per student who does not speak
- 7. Verbal presentation exceeds maximum allowed time 1 point per minute

Management Specific Disqualifications (also see General Disqualifications on page 2):

- 1. Verbal presentation ran more than 4 minutes over the maximum allowed time
- 2. Team used unauthorized enhancements in the slideshow (embedded video, sound, etc.)

Event Personnel:

- 1. Event Organizers (Indiana ProStart/FCCLA staff members)
- 2. Team monitors/timers, room monitors, and event assistants
- 3. Judges from colleges/universities and the restaurant and foodservice industry. There will also be one Indiana ProStart/FCCLA lead judge.
- 4. All judges will be consistent from team to team (i.e. judges scoring Restaurant Concept will be responsible for that category across all competitors)
- 5. Verbal Presentation Judges will evaluate both the written proposal and verbal presentation on the following categories. See Appendix F for sample score sheet:

Restaurant Concept	Two Judges
Menu	Two Judges

- 6. Menu and Recipe Judge will evaluate all management teams' menus, recipes and costing
- 7. Critical Thinking Judges will present a mini-scenario the following categories.

Category 1	One Judge
Category 2	One Judge
Category 3	One Judge
Category 4	One Judge

Each Critical Thinking Judge will score all teams on all four categories.

Attendees:

Mentors, teachers, chaperones, parents, general public, etc. are encouraged to attend the competition. However, attendance is limited by the space available.

ProStart/FCCLA Culinary Competition

Purpose:

Participating teams will demonstrate their creative abilities during the competition through the preparation of a meal consisting of a: starter (such as soup, salad, or appetizer); protein (such as meat, fish, or fowl), vegetable, and starch; and dessert. Their performance during the practical will be observed and rated by judges from the foodservice industry and colleges and universities. This competition is designed for students capable of high-level food preparation. Participating teams will demonstrate their ability to work together while creating and presenting their meal.

Uniform:

The team must present a uniformed appearance and will be expected to wear appropriate apparel consisting of white chef coats, checkered or black pants (NO EXCEPTIONS) and closed toe, hard sole shoes, and chef's hats. The team will be evaluated on proper uniform throughout all culinary events, from Product Check-in through Clean-up.

Scoring:

- 1. A maximum of 100 points will be awarded to a team during the culinary competition.
- 2. In case of a tie: If teams are tied, judges will re-group to discuss those teams who have tied scores, and make a group determination as to the ranking of final winner(s).

Menu Planning & Preparation for Competition:

- 6. Mentors may assist teams in preparing for the competition; however, they may not prepare the menu. Their expertise is limited to menu suggestions and technique advice.
- 7. Teams must employ a minimum of two cooking methods from the following list: Poach, Shallow Poach, Braise, Pan Fry, Steam, and Sauté. Teams are allowed to use additional techniques if they so desire. See ProStart Year 1 pg. 212-13 for additional information.
- 8. No electric or battery-operated equipment may be used.
- 9. The only heat sources provided will consist of two butane burners; use of the butane burners during the competition is at the discretion of the team. A butane torch may be used only for the purpose of finishing a crème brulee, but no other fueled or mechanical heat sources will be allowed. <u>Teams must provide their own butane burners and butane torch.</u>
- 10. Each participating team will prepare two (2) identical meals of their choice, garnished and served appropriately. Suggested serving sizes for the entrée are 4-6 ounces for protein, 2-3 ounces for starch and 2-3 ounces for vegetables. One meal will be delivered to judges, one meal used for display.
- 11. Participating teams must bring all ingredients necessary to prepare the food they have selected. Teams may bring pre-measured dry goods (flour, sugar, salt, etc.), as well as butter and oil. The use of alcohol is not allowed.
- 12. Participating teams must bring all necessary supplies to prepare the food they have selected, such as small utensils, cutting boards, small hand tools, cookware, cloths, and sanitation buckets. **Borrowing supplies or equipment from the hotel is not allowed and will result in disqualification.**
- 13. The Wyndham Indianapolis West will supply all serving dishes. Teams may only use dishes and glassware provided by the hotel, no exceptions. See Penalties for points deducted if in violation. The emphasis here is on simple plate presentation. The starch, protein and vegetable need to be on one plate. The starter will be served on a second plate. The

- dessert will be served on a third plate. Dish dimensions/specifications will be provided prior to the event.
- 14. Participating teams must bring six (6) copies of all recipes for their meal presentation. Typewritten recipes must be submitted on the official recipe template supplied by Event Organizers. Acknowledgements and sources must be listed on each recipe. Recipes must be written in a logical sequence. Refer to ProStart Year 1, page 180 for additional information.
- 15. Participating teams must bring six (6) copies of all food costs for their meal presentation. Food cost must be calculated for each individual course on the menu, typed and submitted on the official costing template supplied by Event Organizers. Refer to ProStart Year 1, Chapter 12 for more information. See Appendix E of this rule booklet for food cost example.
- 16. Participating teams will provide one (1) copy of the presentation menu. It is required that the menu be framed, free standing, and professionally displayed on the team's table during competition and then moved to the display area after the team has completed their event. Menus will include item prices based on the food cost and calculated at a 33% food cost percentage. Each course on the presentation menu will be priced separately one price for the starter; one price for the entrée that includes starch, vegetable, and protein; and one price for the dessert. Menu price on the presentation menu may be rounded up after applying the 33% food cost percentage for a more realistic menu price. For example, if the menu price is calculated to be \$7.67 it will be acceptable to have a price of \$7.95 on the presentation menu. However, the final calculation before rounding must be indicated on the costing template. Total menu price may not exceed \$75.00 after applying the 33% food cost percentage. Refer to ProStart Year 1, page 491 and the food-costing example in Appendix E of this booklet for details on menu pricing. Teams are responsible for collecting their presentation menus from the display area after the culinary critique. Event Organizers are not responsible for any menus not collected by 2:30 p.m. on the day of competition.
- 17. Teams must bring six 6) copies of a simple typewritten menu with menu prices on an 8 ½ x 11 sheet of paper. Teams will submit their simple menus, recipes, and food costing to the judges at Product Check in six individual folders with the school name, team letter (A or B), students' names, and name of instructor(s) typewritten, on the cover of the folder. Failure to submit the packets at Product Check-in will result in a penalty. See Penalties for points deducted. If you would like your recipes returned, they can be picked up in the competition room at the conclusion of the judges' culinary critique. Any recipes or recipe packets not picked up after the culinary critique will be discarded.

Product Check-in:

- 4. Product Check-In is part of the evaluation process and results of the check-in will be entered on the score sheet for the team. Teams will be judged according to proper shipping and receiving procedures. In addition, students will be evaluated on personal hygiene, including proper hand washing, during Product Check-in. Details concerning check-in times and deadlines will be provided prior to the event.
- 5. Neither event nor hotel personnel will be available to receive any perishable items shipped to the event site, and are not responsible for any lost or damaged items.
- 6. A complete typewritten list of every item to be used must be attached to the inside and outside of all coolers and other containers that hold food items. All ingredients must be checked in with event personnel. Judges will be certain that all items are present and properly stored. Each team's food will be placed in an appropriate and secure location at the competition site until just prior to the designated Mise En Place time.
- 7. Teams will be evaluated on the proper temperature of ingredients. If an item has been found to be in the temperature danger zone, that item will not be available for use in the competition. Teams will also be evaluated on proper packaging. Items to be checked-in should either be in their original packaging, or wrapped and packaged properly (i.e. no liquid).

pooling from meats, poultry, or fish, no seeping liquid, vegetables and fruits in proper containers and/or bags), or they will be discarded. The team will have until their assigned Knife Skills time to obtain a suitable replacement for any discarded product. However, judging and scoring will be based on the initial check-in by the team. While replacements may be obtained, teams may lose points if their entire product list does not meet the established criteria at the original check-in. Replacement product that does not meet requirements at the time of Knife Skills will be discarded, and the team will be assessed a 3-point penalty (see Penalties).

- 8. No pre-chopped, pre-sliced, pre-prepared food will be allowed, with the exception of stock, ice cream base and jams/jellies. See Penalties for points deducted. Prior preparation of stock necessary for the completion of final product is permissible. Stock is a flavorful liquid made by gently simmering bones or vegetables to extract their flavor, aroma, color, body, and nutrients. Demi-glaze, reductions, and sauces made prior to the event are not allowed. Clarified butter made prior to the event by the team members will be allowed. Prior preparation of ice cream base necessary for the completion of final product is allowed. Ice cream base is a mixture of cream and eggs to which other ingredients are added and processed (manually) to produce the finished product. Professional recipes can be found in numerous culinary textbooks as well as cookbooks. Purchased ice cream is not allowed. Jams and jellies are allowed if they are used as an ingredient and not as a finished product. It is suggested that when bringing ingredients such as these, you bring them in their original container.
- 9. No equipment will be allowed to be checked-in during this period. Teams will bring all of their equipment to the competition area at their assigned Knife Skills time.
- 10. During Product Check-in, teams will be issued the dishes they ordered for their meal presentation. It is the team's responsibility to review these dishes at that time. Event personnel will be present with the original order forms the team submitted to double check the order.

Knife Skills:

- Prior to the start of Knife Skills, teams must prepare sanitizer. Event organizers will provide sanitation solution for the event. It is the team's responsibility to mix their sanitizing solution to the proper strength themselves in the sanitation buckets they themselves provide. Team's sanitation solution will be tested by Safety and Sanitation judges for proper strength.
- 2. Each team will have 30 minutes to complete the Knife Skills portion of the competition. Each team will be required to select and execute any 4 of the 6 cuts listed below along with chicken fabrication. Each student will execute only one of the required 4 cuts; it is not required that each student do all four of the cuts selected. When the team begins the Knife Skills portion of the event, they will be required to inform event personnel which cuts the team has selected. IMPORTANT: AT THAT TIME, EACH STUDENT WILL BE RANDOMLY ASSIGNED CHICKEN FABRICATION OR ONE OF THE TEAM'S SELECTED CUTS BY JUDGES. Recommended dimensions are listed after each cut. See ProStart Year 1 page 194 for more information.

Julienne: Cut into long, thin, rectangular pieces. 1/8" x 1/8" x 2/1/2"

Brunoise: Very small dice. 1/8" x 1/8" x 1/8"

Chiffonade: Leafy green vegetables such as spinach or basil that are stacked, rolled tightly, and then cut into long thin strips. Approximate width is 1/8".

Medium Dice: Cut into cube-shaped pieces. ½" x ½" x ½".

Mince: Cut very fine and evenly

Diagonal: Cut into pieces with diagonal edges with ½" thickness

- 3. The team will select and use the product(s) of their own choosing.
- 4. The finished cuts will be evaluated by the judges and then must be incorporated into the team's menu preparation. After evaluation, the finished cuts may be altered in preparation of the final dishes (i.e. julienne carrots may then be further diced or minced during meal preparation).
- 5. There is NOT an exact amount of product required to be provided by the teams, although there MUST be enough product for the judges to evaluate.

Poultry Fabrication

1. One student on each team will be required to fabricate one (1) whole chicken into 8 pieces (2 breasts, 2 wings, 2 legs, and 2 thighs) with the long back removed.



- 2. Students are not required to debone poultry.
- 3. Event Organizers will supply all chickens for fabrication. To aid teams in sanitation, disposable vinyl coverings will be supplied to place under the chicken cutting board. Teams are responsible for their own cutting boards. Facilities do not allow for cleaning and sanitizing cutting boards, so the chicken cutting boards will need to be removed and bagged, and vinyl coverings properly disposed of by the team.
- 4. Students will be issued chickens by Event Organizers prior to the Knife Skills portion of the competition.
- 5. Students will be allowed up to twelve (12) minutes to fabricate their chicken.
- 6. Fabrication will take place during Knife Skills and before and Meal Preparation.
- 7. Students may use their fabricated chicken in their meal preparation, but it is not required. If they choose not to use it, the Event Organizers will have another use for the poultry.
- 8. At completion of fabrication, the chicken is to be displayed on the student's cutting board with all waste and the long back.
- 9. The team will be judged on skill and technique, not on level of difficulty. Sanitation and safety will be strictly evaluated.
- 10. Judges will evaluate the students work at the completion of the Poultry Fabrication portion of the competition.

Mise En Place:

1. During Mise En Place teams will <u>not</u> be allowed to:

- Heat water or any liquid
- Marinate any food
- Perform any knife work
- Begin cooking any items
- Mix any ingredients
- 2. During Mise En Place teams will be allowed to:
 - Wash vegetables
 - Set their station
 - Obtain water from the kitchen
 - Measure dry and liquid ingredients

Meal Preparation:

- 1. During the competition, final meal preparation must be completed in a 60-minute time period. Event personnel will announce the time at 15-minute intervals. It is the responsibility of each team to know their start time and be ready to begin when their assigned time is announced. Individual timers will not be provided. Teams may bring a manual or battery-operated timer. Event personnel will keep official time. See Penalties for points deducted for starting early or finishing late.
- 2. The workspace will consist of two (2) eight-foot tables provided for each team. The tables will be set up in an "L" formation within a 10' x 10' foot space. All food preparation must be done within the workspace on the tables provided. Ice will be provided for each team during the competition. Running water will be available prior to and after the competition only.
- 3. All marinating must be done within the 60-minute meal preparation period.
- 4. Gloves will be worn when handling cooked or ready to eat food. Teams are responsible for providing their own gloves. If tongs are used, gloves are not necessary.
- 5. After a team completes their two (2) identical meals, the team will determine which meal is brought to the judges for tasting. Two (2) team members will transport the food to the judges' table and leave immediately. This table will be set up in a separate but adjoining room. The meal delivered to the judges will receive the most critical judging. However, there should not be a major variance in composition of the finished plates. If there is a great variance, then the team will be assessed a penalty. See Penalties for points deducted. If the second meal is not prepared, the team will be disqualified.
- 6. Teams will leave the food preparation area only when their preparation and clean-up are completed. Teams have 30 minutes to clean their work area. See Penalties for points deducted.

Penalties:

- 1. Team does not leave station in a sanitary manner:
 - Deduction of 3 points. Work area should be left in the same condition as when team arrived.
- 2. Team begins Meal Preparation before their assigned start time:
 - Deduction of 1 to 10 points. One (1) point per minute up to 10 minutes. Over and above 10 minutes the team is disqualified.
- 3. Team does not complete Meal Preparation within allotted time:
 - Deduction of 1 to 10 points. One (1) point per minute up to 10 minutes. After 10 minutes the team is disqualified.
- 4. Team uses pre-prepared ingredients:
 - Deduction of 5 points.

- 5. Team does not produce two (2) identical meals:

 Deduction of 2 points. There should minimal variance between the two (2) prepared meals.
- 6. Team uses dishes/glassware other than those provided by Event Organizers: Deduction of 5 points.
- 7. Team did not submit recipes and costing at Product Check-in: Deduction of 2 points.
- 8. Replacement product did not meet requirements and was discarded: Deduction of 3 points.

Culinary Specific Disqualifications (see additional General Disqualifications on page 2):

- Team will be disqualified if it uses electric, battery-operated and/or additional butane burners.
- 2. Team must prepare two complete meals. If the second meal is not prepared, the team will be disqualified.
- 3. Team starts more than 10 minutes early, or finishes Meal Preparation more than 10 minutes late.

Event Personnel:

- 1. Event Organizers (NRA Solutions staff members)
- 2. Team monitors/timers, room monitors, and event assistants
- 3. Judges from colleges/universities and the restaurant and foodservice industry. There will also be one Indiana ProStart/FCCLA lead judge.
- 4. All judges will be consistent from team to team (i.e. judges scoring team presentation/work skills will be responsible for that category across all competitors)
- 5. Judges will cover the following categories. See Appendix G for sample score sheet:

Shipping and Receiving:	Number of judges TBD
Knife Skills	Number of judges TBD
Team Presentation/Work Skills/Org.:	Number of judges TBD
Safety and Sanitation:	Number of judges TBD
Product Taste:	Number of judges TBD
Finished Product:	Number of judges TBD
Menu and Recipe Presentation:	Number of judges TBD

Attendees:

Mentors, teachers, chaperones, parents, etc. are encouraged to attend the competition. However, attendance is limited by the space available.

HOSPITALITY & CULINARY CAREER DISPLAY COMPETITION

Purpose:

To encourage students to improve their ability to present themselves and communicate career information to others.

Description:

Individual students or teams of two (2) students shall develop a visual display of a specific career or cluster of careers in the hospitality industry. The display allows the students to express ideas through an artistic medium to highlight the benefits of a particular career focus. The students will also be judged on their ability to present themselves and communicate the career information to others.

Dress Code:

Competitors must be in uniform or proper business attire. All clothing should be worn appropriately and professionally (not sagging, etc.). No jeans, t-shirts, or leisure wear. Sponsor logos are allowed on clothing. Competitors must be properly dressed to receive dress points.

Levels:

Two levels will be designated for this competition. Level One participants are freshmen and sophomores in high school. Level Two participants are juniors and seniors in high school. If a team consists of multiple levels, participants will be automatically entered into Level Two.

Rules and Procedures:

- 1. Competitors in this event must be students in good standing.
- 2. Team numbers and order of competition will be pre-assigned on a random selection basis.
- 3. One career or a cluster of related careers may be presented.
- 4. The work **must** be the work of the competitors, including the artistic aspects of the display. Allowable artwork may include:
 - Competitor produced computer graphics.
 - Clip art used in compliance with copyright laws.
 - Photographs used in compliance with copyright laws.
 - Computer or machine generated lettering.
- 5. The display must be able to stand on a standard conference table furnished on site. If 8 foot wide tables are used, there will be two displays per table. Science Fair display boards meeting the maximum dimensions are acceptable. The maximum dimensions are:
 - HEIGHT: 3 feet WIDTH: 4 feet DEPTH: 2 feet
 - Table-top Display: Dimensions include audio-visual equipment, computers, mannequins, pamphlets, brochures, notebook, tape or videotape recording, computer assisted presentation, and any method or combination of methods to display the project.
- 6. Clarifications of Dimensions:
 - The dimensions will be measured from the beginning point to the furthest point of the display. Height will be measured from the table top to the highest point of anything on the display, and must not exceed 3 feet. Width will be measured from the widest point of anything on the display to the opposite point. Depth will be measured from the widest point of anything on the display to the opposite point.
 - Nothing may overlap the sides of the display table, with the exception of the table drape and electrical cords. Dimensions include audio-visual equipment, computers and all other props. Information or display items outside the dimensions will be considered part of the display and subject to point deductions. Visuals of display items used during the presentation/question portion of the event must be contained within the dimensions of the display.

- 7. The team will have thirty (30) minutes to assemble the display. Parts of the display are to be created and assembled prior to competition. The time for assembly is to set up what the team has previously created in preparation for the judges.
- 8. The competitor *may not* use any flames, alcohol or potentially hazardous equipment, materials, or supplies.
- 9. No equipment/supplies (except electricity and tables) will be provided by Indiana FCCLA for this event. All equipment/supplies needed must be provided by the competitors, including any power strips and extension cords. It is the responsibility of the competitors to ensure that all equipment is in working condition.
- 10. Competitors should make every effort to use battery power instead of electricity for their displays. Those competitors who require electricity MUST indicate that need with their registration.
- 11. The competitor is responsible for the safety and proper functioning of all equipment they bring to this event.
- 12. The competitors will report back to the display at their assigned appointment time to present a five (5) minute prepared oral presentation to the judges. Note cards are permitted during the oral presentation. This may include why they chose this career/career cluster, what they learned by researching this career/career cluster and what forms of research they used to complete the display.
- 13. Each individual or team will be judged on their overall display and how well they documented the career/career cluster information through the display and their ability to communicate information to the judges about the career area.
- 14. During the five (5) minute prepared presentation, time cards will be shown with one (1) minute remaining and "stop" at the end of the 5 minutes.
- 15. Following the five (5) minute prepared presentation, the individual or team will be asked a minimum of four (4) questions related to the career/career cluster and/or their display.
- 16. In the event of a tie, a tie breaker will be determined by the areas on the rating sheet section(s) with the highest point value in descending order.

Required Personnel:

- 1. One Event Leader
- 2. One Timekeeper
- 3. Two to four Judges
- 4. One to two Courtesy Corps Members

Facilities, Equipment and Materials:

- 1. One table per one or two teams (Must be at least 4' wide and 2' deep)
- 2. Two chairs per display or table (For competitors while they are waiting to be judged and for judges during the competitor presentation.)
- 3. Calculators, clip board and pencils for judges
- 4. Tape measure
- 5. Extension cords, power strips, audio-visual equipment, and any other equipment, supplies, and materials needed are the responsibility of the competitors
- 6. One minute and stop cards
- 7. Team numbers for tables
- 8. Competition rating sheets (see Appendix H)

Bolded items are the responsibility of the competitors.

Appendix A

Written Proposal Outline & Checklist

The information in the written proposal must be presented in the following order:
☐ Executive Summary ☐ Table of Contents
Restaurant concept description
Organizational chart
Listing of 9 menu items
Recipes (may be included as Appendix instead)
Costing (may be included as Appendix instead)
☐ Sample of how menu will be presented
Conclusion

Appendix B

Location Description – ProStartville, USA Demographics:

ProStartville is a suburb 25 miles west of a major metropolitan city, connected on all sides to similar, surrounding suburbs. Residents and visitors are drawn to the blend of big-city comforts and small-town charm that makes ProStartville an excellent place to live, work, shop and play. From its top-ranked schools and picturesque downtown to its historic neighborhoods and dynamic community, ProStartville is a comfortable place to call home.

- Population 55,000
- Median age 38
- Families represent 71% of the population
- Median Income \$85,000

Market Analysis:

- School There are 13 grade schools, 4 middle schools and 2 high schools serving the city's 12,000 K-12 grade students.
- College There is a private college in the downtown district with 2,500 students. A
 community college with an average student population of 26,000 is located just over the city
 lines in an adjacent community.
- Business District A downtown business district is located in the center of the city, and houses various businesses and restaurants. Running through the downtown district is a commuter train line that connects to the major metropolitan city. There is also an upscale shopping district located in a different part of the city.

Business & Industry:

ProStartville is not only a great place to live, it's also a great place for a business to call home. With a revitalized downtown, several thriving retail districts and a convenient location in the major city's western suburbs, businesses - like residents - are drawn to ProStartville. More than 1,700 businesses are located in ProStartville, employing 20,000 individuals.

Local Points of Interest:

- Local activities The downtown district hosts farmers markets and other events throughout the year. The Park District oversees 800 acres of land and 52 parks, offering an impressive array of outdoor activities.
- Sports complex Approximately 5 miles away is a sports complex for numerous softball/baseball/soccer games during the spring/summer months.
- Entertainment With a vibrant downtown, several shopping districts, museums, theaters and more, there's always something happening in ProStartville.

Appendix C

Restaurant Segment Definitions

Family Dining Fullservice Restaurant - Establishment providing waiter/waitress service, and the order is taken while the patron is seated. Patrons pay after they eat. Average per-person dinner checks of \$10 or less.

Examples: Pizza Hut IHop

Casual Dining Fullservice Restaurant - Establishment providing waiter/waitress service, and the order is taken while the patron is seated. Patrons pay after they eat. Average per-person dinner checks in the \$10 - \$25 range.

Examples: Olive Garden Buca di Beppo Houlihan's

Fine Dining Fullservice Restaurant - Establishment providing waiter/waitress service, and the order is taken while the patron is seated. Patrons pay after they eat. Average per-person dinner checks of \$25 and above.

Examples: Capital Grille Sullivan's French Laundry

Quickservice (Fast Food) Restaurant - Establishments primarily engaged in providing food service where patrons generally order or select items and pay before eating. Food and drink may be consumed on premises, taken out or delivered. Also includes snack and nonalcoholic beverage bars. Checks average in the \$3 - \$6 range.

Examples: McDonald's Burger King Taco Bell

Quick-Casual Restaurant - Quick Casual restaurants are defined as attractive and comfortable establishments serving freshly prepared, wholesome quality, authentic foods in a reasonably fast service format. Checks average in the \$7 - \$9 range.

Examples:

Bakery cafes - Panera Bread, Corner Bakery Deli sandwich - Briazz, Cosi, McAlister's, Pret A Manger Mexican - Baja Fresh, Chipotle, Rubio's, LaSalsa, Qboda Home Meal Replacement - Boston Market, Koo Koo Roo Italian - Fazoli's, Pompei Bakery, Pasta Bravo

Appendix E

Food Costing Example

ProStart Year 1 Chapter 10, pg. 390

Ingredient	Amount	Unit cost
Unsweetened Chocolate	1 lb.	\$5.50 / lb.
Butter	1 lb. 8 oz.	2.50 / lb.
Eggs	1 lb. 8 oz.	5.50 / lb.
Sugar	3 lb.	2.50 / lb.
Vanilla	2 T	6.50 / pt.
Cake flour	1 lb.	3.50 / lb.
Baking soda	1 ½ t	2.75 / lb.
Chopped walnuts / pecans	1 lb.	1.49 / lb.

Ingredient	Amount x unit cost	Ingredient Cost
Unsweetened Chocolate	1 lb. x \$5.50 =	5.50
Butter	1.5 lb. x 2.50 =	3.75
Eggs	1.5 lb. x 5.50 =	8.25
Sugar	3 lb. x 2.50 =	7.50
Vanilla	$$6.50 \div 32 = 0.203 \times 2 =$.41
Cake flour	1 lb. x 3.50 =	3.50
Baking soda	$2.75 \div 96 = 0.029 \times 1.5$	= .04
Chopped walnuts / pecans	1 lb. x \$1.49 =	1.49
Total cost of recipe		\$36.45

Note: Seasonings such as salt and pepper and dried herbs and spices do not need to be individually costed out. Instead, if using these items in your recipes add 1 % of the total food cost of the recipe to the total cost.

When applying the 33% food cost percentage to individual portions it is permissible to round up to an appropriate menu price, within reason.

Appendix F

Sample Management Judging Sheets

Criteria Written Proposal (15 points)	Max Points	Score
Restaurant Concept (5 points)		
Description of concept (1/4 pt each category below)	3	
Type of establishment Meals served Hours of operation Type of cuisine served Location of restaurant Target market		
Organizational chart	2	
 Does the staffing fit the concept All positions accounted for (FOH, BOH, janitorial, etc.) Proper organization of chart 		
Menu (10 points)		
Matches restaurant concept	1	
Description of 9 items	1	
Appropriate menu mix	1	
• Easy to read	1	
Does type of menu fit concept (i.e. menu board for fast-food restaurant)	1	
Recipes, costing, pricing	5	
Used official template Sources listed Used 33% food cost Prices for all items based on calculated prices for 3 items Verbal Presentation (30 points)		
Organization of presentation	3	
Presentation skills	5	
Ability to sell concept Easy to hear/understand Professionalism		
Slideshow	7	
 Supports/illustrates/complements verbal presentation Neat Readable Creative 		
Relevancy of material presented	5	
Reflect the written presentationMaterial presented was appropriate for a verbal presentation		
Q & A - Depth of overall knowledge	10	
Critical Thinking (30 points)		
Teamwork	3	
Presentation skills • Ability to sell solution • Easy to hear/understand • Professionalism	3	
Category 1	6	
Category 2	6	
Category 3	6	
Category 4	6	

Total Points	100
Penalties	
Not dressed in uniform	5
Included more or less than 9 menu items	5
Included more or less than 2 marketing tactics	5
Prepared incorrectly (not typewritten, bound, extra information included)	5
All 7 written proposal copies are not identical	5
All members of team did not substantially present	5 pts per student
Exceeded max verbal presentation time	1 pt per minute

Disqualification

Team did not arrive on time to compete

Missed Orientation

Received coaching

Did not compete in each event (written, verbal, critical thinking)

Verbal presentation ran more than 4 minutes over allotted time

Used unauthorized features (embedded video, sound, etc.) in slideshow

Appendix G MEAL PRESENTATION RATING SHEET

EVALUATION CRITERIA	POOR	FAIR	GOOD	VERY	EXCELLENT	SCORE
Shipping & Receiving				GOOD		
Shipping & Receiving						
Including but not limited to:				2	3	
Proper Temperature	0	0	1	2	3	
Proper Packaging						
Knife Skills						
Knife Skills						
Consistency						
Accuracy						
Safety						
• Waste						
Competitor 1	1	2	3	4	5	
Competitor 2	1	2	3	4	5	
Competitor 3	1	2	3	4	5	
Competitor 4	4	2	3	4	5	
Poultry Fabrication						
Poultry Fabrication						
Accuracy						
Safety						
Waste						
Competitor 1	1	2	3	4	5	
Competitor 2	4	2	3	4	5	
Competitor 3	<mark>4</mark>	2	<mark>3</mark>	4	<mark>5</mark>	
Competitor 4	4	2	3	4	<mark>5</mark>	
Team Presentation/Work Skills/Organization	n					
Team Appearance						
Including but not limited to:						
White Chef Coats , Black or checkered	0	1	2	3	4	
pants, , Hard sole shoes, Chef Hats						
Uniform clean & presentable Team uniformity						
Work Organization/ Cooperation						
Including but not limited to:						
Utilization of a team plan						
Mastery of skills required for individual tasks						
Workload evenly distributed	0	1	2	3	4	
Team cohesiveness		'	_			
Communication						
Professionalism						
Proper mise en place						
Proper time management						

Pro	per Cooking Procedures	1					
	Iding but not limited to:						
•	Appropriate cooking method for product used						
•	Required cooking techniques used						
•	Cooking procedures done in a time efficient manner	1	2	3	4	5	
•	Proper amount of product for recipe requirements						
•	Effective use of remaining product						
	nse refer to ProStart® Year 1, Ch. 4 and tion 3						
Pro	per Use of Equipment & Tools						
Inclu	uding but not limited to:						
•	Proper pans & tools for intended use	1	2	3	4	5	
Plea	ase refer to ProStart® Year 1, Ch. 5						
Safe	ety & Sanitation		L		L		
Foll	ows Safety &						
	itation Procedures						
Inclu	uding but not limited to:						
•	Personal Hygiene					_	
•	Proper knife safety	1	2	3	4	5	
•	Proper use and handling of food contact surfaces						
For a	additional information refer to ProStart® Year h. 2						
	per Food Handling						
	uding but not limited to:						
•	Proper use of gloves						
•	Appropriate temperature control of ingredients						
•	Proper sanitation practices regarding food contact surfaces	1	2	3	4	5	
•	Proper storage of food						
•	Avoidance of cross contamination						
For a	additional information refer to ProStart® Year h.2						
	rk Area Cleaned						
Inclu	Iding but not limited to: Work area cleaned in appropriate time frame	0	1	2	3	4	
Pro	duct Taste						
Pro	duct Taste - Starter						
A su	bjective category based on first tasting e's preference	1-2	3-4	5-6	7-8	9-10	
		1	1			I	l

Finished Product						
Degree of Difficulty - Starter						
Including but not limited to: Creativity Complicated techniques (i.e.: Homemade pasta, spun sugar bowl, etc.)	1	2	3	4	5	
Appearance - Starter Including but not limited to: Balance of color Shape Texture Portion Size Please refer to ProStart® Year 1, Ch. 9, and Section 3	1	2	3	4	5	
Product Taste		T		T		
Product Taste - Entrée A subjective category based on the second tasting judge's preference	1-4	5-8	9-12	13-16	17-20	
Finished Product						
Degree of Difficulty - Entrée Including but not limited to: Creativity Complicated techniques (i.e.: Homemade pasta, spun sugar bowl, etc.)	1	2	3	4	5	
Appearance - Entrée Including but not limited to: Balance of color Shape Texture Portion Size Please refer to ProStart® Year 1, Ch. 9, and Section 3	1	2	3	4	5	
Product Taste						
Product Taste - Dessert A subjective category based on the dessert judge's preference	1-2	3-4	5-6	7-8	9-10	
Finished Product						
Degree of Difficulty - Dessert Including but not limited to:	1	2	3	4	5	
Appearance - Dessert Including but not limited to: Balance of color Shape Texture Portion Size Please refer to ProStart® Year 1, Ch. 9, and Section 3	1	2	3	4	5	

Menu and Recipe Presentation							
Presentation							
Including but not limited to:							
• Typewritten							
Recipe structure							
Menu presentation							
 Food costing 	1	2	3	4	5		
Menu Pricing							
 Within Food cost guidelines 							
Sources and acknowledgements listed							
Please refer to rule book page 4-5							
Reason for Disqualification:		for Penalt	•				
Team received coaching during the event.		Team did not leave station in a sanitary manner. 3 points.					
Team used an electric/battery operated device or additional butane burner.		Team did not complete within alloted time. 1 pt/min. up to 10 minutes					
Team did not produce two (2) complete	meals.	Team started early. 1 pt/min. up to 10 minutes.					
Team started Meal Preparation more that minutes early.	an 10	Team uses pre-prepared ingredient. 5 points.					
Team completed Meal Preparation more than 10 minutes late.		Team produces two meals, but not identical. 2 points.					
Team did not arrive at proper time.		Team uses dishes/glassware other than those provided by event organizers. 5 pts Team food did not pass temperature					
Team did not compete in each event.		3 points.	eam did no	-	ed by final de ecipe/food co:		

Appendix H Hospitality & Culinary Career Display Competition Judge's Rating Sheet

Competitor # Judge's Signature	!
--------------------------------	---

		Points				
Items Evaluated	Superior	Excellent	Good	Fair	Poor	Allocated
1. Presentation/Demonstration						
Career information presented in a clear and concise manner	10	8	6	4	2	
A variety of methods were used to complete the career research	5	4	3	2	1	
Competitor(s) communicated accurately to judges information regarding this career area	15	12	9	6	3	
Grammar, voice and poise	5	4	3	2	1	
Professional dress and appearance	5	4	3	2	1	
2. Display/Career Area/Cluster						
Artistic/design value	10	8	6	4	2	
Display method chosen was easy to follow, neat and appropriate.	10	8	6	4	2	
Career information included, but not limited to: Training career skills licensure, certification salary and employment outlook	10	8	6	4	2	
General career information	10	8	6	4	2	
3. Response to Judges' Questions						
Competitor(s) answered judges' questions correctly	5	4	3	2	1	
Evidence of knowledge of career research and understanding	5	4	3	2	1	
4. Display						
Display was within listed dimensions (All points are awarded for this item if display is within the proper dimensions, and no points if it is not.)	10					
Total Points	100					

Comments: